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# Need a job? The CIA may be just for you

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The CIA is looking for a few good agents. For one reason, it thinks it can find them in the metropolitan Los Angeles area.

And so the CIA has taken to the local airwaves, yesterday launching a three-day, 36-spot radio campaign to seek out new talent from a new civilization. Never before has the CIA recruited through radio on the West Coast, letting newspaper ads suffice. But these are heady new times for the agency, as the text of the 60-second ads, recited in a *basso profundo* one might expect from the CIA, makes clear.

The CIA, says the voice, needs men and women with backgrounds in computer and physical sciences, economics, engineering, languages, foreign area studies, mathematics and photographic interpretation, "to piece together information that involves the security of our nation."

"These are times to put your training and ability to work where it really counts," the voice intones. "At the CIA."

To qualify for application, you need U.S. citizenship and at least an undergraduate degree. "Work experience is a real plus," the ad continues. "Job qualifications are high, but so are the rewards and benefits."

"If you want to help shape a world to come, send your resume to the Central Intelligence Agency personnel representative, P.O. Box 669, Lawndale, Calif. 90260. Or, for further information, call 596-6852."

The spots are running six times daily through tomorrow on both KNX and KFWB all-news radio stations. The pre-Fourth of July blitz is described as "a very vertical ad campaign — a lot in a few days," by Ed Stanley of Chapman Communications, the firm that bought the airtime for the CIA. This particular ad has run in Atlanta, Salt Lake City and Washington, D.C., with a "phenomenal" response, according to one CIA recruiter. The Atlanta campaign alone, which ran the end of May, attracted 1,300 applicants.

Los Angeles should consider itself privileged — CIA radio spots running these same three days in Harrisburg, Pa., are aimed only at finding clerical workers. Shapers of a world to come need not apply.

In light of the CIA's low profile, the ad seems to have a particularly dramatic flair — not intended, says the CIA. "What we wanted to convey," explained Charlie Jackson, a recruitment officer for the agency

give the sense there will be a great deal of responsibility.

Like shaping the world, the brainchild of the New York Times and Gaynor. Mike Russell, the account, said his firm has had needs for 17 years. The L.A. simply a recruitment drive.

particular week, Russell disclaimed, was "not at all" designed to coincide with Independence Day.

And about all that world shaping...

"The intelligence agency is obviously interested in gathering intelligence, correct?" Russell said. "If you're working for the CIA, you would more than likely be more interested in working in that particular field."

Or, to put it another way, said Russell, "In terms of its appeal, people who want to work there are interested in being involved with the kind of work the CIA does, which ultimately does involve the way the world is."

Or something like that.

The phone number given out by the advertisement connects to the CIA offices in the Federal Building in Westwood and to Larry Curran, recruiter for Southern California and Arizona. Los Angeles, as it turns out, has been a fertile bed for new agents, for years, Curran said. It was he who put in the request for this ad campaign to headquarters (HQ, as he calls it) which is located in Langley, Va. They were placed during drive-time to attract the professionals, at a cost of \$8,500.

"It's a good one, isn't it?" Curran asked of the ad. During the first few hours after the ads began running, Curran's office received "somewhere over 50 phone calls."

"All legitimate," he added. "We haven't had one crank, though we expect some, of course. We're just starting to pick up momentum now, and we'll crest on Friday."

Among the callers, said Curran, were some people in the "40- to 50-year-old range wanting to do something out of patriotic motivation." There were also some promising young professionals. All were encouraged to send in resumes. That's the easy part. The competition for positions is "fierce," Curran said.

"I have to look at 37 resumes to get one Enter On Duty — one hire," he explained. "I have to interview 10 to get that one, I have to send three selections to HQ to get that one."

The CIA is in need of man-and-womanpower now, Curran explained, largely because of attrition. Since the CIA was established just as World War II ended, many of its agents are coming up for retirement. The CIA has been actively recruiting fresh blood since the latter days of the Carter administration, and with the CIA's recently increased budget, it has room to expand. No more simple skulking around Ivy League campuses. Now there is skulking around campuses and newspaper and radio ads.

"We're not having any trouble getting people," Curran said. "We just want to broaden our scope."

Most of the available positions are in the Washington, D.C. environs, but a clandestine agent might spend 60-70 percent of his career working overseas. For undercover work, Curran said the agency is looking for "people who have a good grasp of international relations, some meaningful experience

